

2) a binder resin such as acrylate and a tackifier; and 3) a plasticizer compatible with the tackifier.

For anticipation under 35 U.S.C. § 102(b), the reference must teach every element of the claimed invention either explicitly or impliedly. MPEP 706.02; MPEP 2131.01. The Hoescht reference abstract discloses a heat sensitive adhesive material in which “conventional release paper is unnecessary, due to the high blocking resistance,” but “when heated, the material presents semi-permanent adhesive properties.” Thus, the activation of the material by heat to form a semi-permanent adhesive is an essential element of the Hoescht reference. The present invention does not require heat to activate the material to form an adhesive.

Applicants expect that any subsequent Office Action will contain a copy of the translation of the Hoescht reference. MPEP 706.02. However, Applicants have obtained a translated version of the Hoescht reference that is attached for ease of reference to Applicant's citations in this response. Claim 1 of the Hoescht reference describes “A heat sensitive adhesive material that is comprised of . . .” which is defined on page 3, paragraph 3 of the translation as:

Regarding the term heat sensitive material used according to the present invention, it is used as a general term for adhesive sheets, adhesive tape, adhesive plates, etc., adhesive materials where there is no blocking at room temperature and where by heating a semi-permanent adhesive surface is achieved.

As further described on page 7 of Hoescht, paragraphs 3 and 4, the material is “not blocked” and thus can be freely wound or stacked, i.e., non-tacky. However, once put in use, the surface is heated to melt the solid plasticizer, and the adhesion imparting layer of the bottom layer is activated to form a semi-permanent adhesive surface. When contacted with a substrate, the adhesive forms a semi-permanent bond in which peel off (or separation) is prevented because the plasticizer does not recrystallize.

In contrast, the present invention forms a pressure sensitive adhesive, as defined in Applicants specification (page 2, lines 34-38), by applying a plasticizing agent to activate the latent, over-tackified adhesive. Once the plasticizing agent is added, the pressure sensitive adhesive of the present invention is both permanently and aggressively tacky without the need to apply heat to activate. Further, the pressure sensitive adhesive of the present invention does not form a semi-permanent bond, but rather is capable of clean removal from a substrate. The Hoescht reference fails to

disclose an enabling description of a pressure sensitive adhesive, as provided in Claim 1 of Applicants' Specification.

For the above reasons, the Hoescht reference fails to anticipate the present invention. Applicants request that the rejections under 35 U.S.C. § 102(b) should be withdrawn.

Conclusion

In view of the arguments and amendments offered herein, Applicants respectfully submit that the Examiner's grounds for objection and rejection are overcome and respectfully solicit reconsideration and withdrawal of the rejections to place the application in condition for allowance.

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